

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein                                      Art Unit : 3688  
Serial No. : 10/748,682                                      Examiner : Khanh H. Le  
Filed : December 31, 2003                                      Conf. No. : 1976  
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET  
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND  
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

# MAIL STOP AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Non-patent literature is enclosed. The cited U.S. patents and patent application publications will be provided on request.

This statement is being filed before the receipt of a First Office Action on the merits.  
Apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: March 8, 2011

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